









MTS VISION BUILDER CHALLENGE

Transportation Justice “Shoppers” Guide

The San Diego Metropolitan Transit System (MTS) is considering placing a half-cent sales tax measure on the ballot for the November 2020 general elections. The revenue collected through this new tax has the potential to overhaul our public transit system to be cleaner, cheaper, and more efficient.

MTS wants to know how YOU would invest in San Diego’s transit. They have launched a public outreach tool called Vision Builder to collect feedback on the type of projects that should be funded by the new tax measure. The tool mimics an online shopping experience. Users can add projects to their cart and spend up to 1,000 coins.

Tell MTS to prioritize Transportation Justice by selecting a mix of the following projects for up to 1,000 coins:

Project - Cart Item	Vision Builder Value	Community Benefit
 Increase Frequency	390 Coins	Bus and trolley service every 10 or 5 minutes, respectively.
 Electrify Bus Fleet	130 Coins	Accelerate conversion to clean buses.
 Youth Opportunity Passes	140 Coins	Free transit for youth.
 Blue Line Express	340 Coins	Service between the San Ysidro & downtown (National City, Chula Vista, & Barrio Logan) with limited stops in between & 24 hr service.
 Purple Line	450 Coins	Service along freeway 805 from the border to Kearny Mesa (Chula Vista, National City, & Southeastern San Diego).
 Extend Service Hours	20 Coins	24-hour service.

To get started, go to <http://bit.ly/visiontool> & click on “start spending.” You can also learn more about using the Vision Builder tool in [English](#) or [Spanish](#).

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